

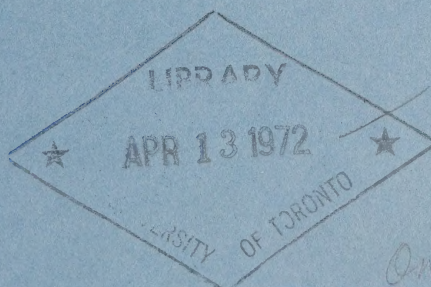
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General publications

6-13] **Ontario
Agriculture
in the
Sixties**

*A record of policies,
programs and progress
1960-1970*



HON. JOHN ROBERTS
PRIME MINISTER




Ontario
HON. WM. A. STEWART
MINISTER OF
AGRICULTURE AND FOOD

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Agriculture in the Sixties



Ontario agriculture has always been important, it has always been highly diversified, but an increasingly urbanized society places greater dependence upon our farms today than at any other time in history. Each farmer in Ontario produces food for 40 other persons. A substantial portion of our province's labor force (estimated at 18 to 20%) is employed in industries and services related to agriculture, either marketing, processing or distributing food products, or providing the services and inputs necessary for efficient production.

The decade of the sixties has been one of consolidation and adjustment within the industry. Tremendous infusions of technology have brought about dramatic increases in production, and released farmers from many of the drudgeries and uncertainties of the past.

Statistically speaking, the output from Ontario farms has increased in the last 10 years, although the number of farms and the number of farmers have declined. Cash receipts from farm operations have increased from \$850,334,000 in 1960 to \$1,365,938,000 in 1969. Rising on-farm costs have absorbed some of this gain, and net farm incomes rose from \$292,449,000 in 1960 to \$446,743,000 in 1969. At the same time, the number of census farms declined from 110,000 to 95,000, and the number of commercial farms (sales of more than \$2,500 annually) has remained relatively constant between 68,000 and 70,000. Fewer farms have been reflected in larger units, with an average in 1960 of 150 acres, and in 1969, of 175 acres. Capital investment in the industry has swelled from \$3,700,000,000 in 1960 to \$5,250,000,000 (estimated) in 1969. Ontario's farm population has continued to decline from 525,000 in 1960 to 450,000 (estimated) in 1969, as technology freed more people from primary production, and economic pressure took its toll of marginal and submarginal farms and those who were unable to cope with the demands of the industry.

This document is a record of the methods and measures utilized by the Ontario Department of Agriculture and Food to encourage efficient production of high quality food products; to ensure the continuity of an industry based on well-managed farm family business units; and to assist farmers who chose to change their vocation due to circumstances beyond their control.

Ontario agriculture has progressed, and it will continue to move ahead, building on the foundations that have been established and the progressive policies provided.

The Ontario Department of Agriculture and Food



A major reorganization of the Department was carried out in 1966. At that time the name of the Department was changed from "The Ontario Department of Agriculture" to "The Ontario Department of Agriculture and Food", indicating the new and total approach to the industry. By incorporating the words "and Food" into the name of the Department, the Minister, Hon. Wm. A. Stewart, gave clear indication that the Department would devote greater attention to all aspects of the production, marketing and distribution of food products. Legislative Acts and Departmental programs and policies have been created to implement this total approach.

Also in 1966, in the interests of greater administrative efficiency, four Divisions were created, each reporting directly to the Deputy Minister, Everett M. Biggs. This reorganization has worked well. The Divisions are as follows, with present personnel being indicated.

Production and Rural Development Division —

K. E. Lantz, Assistant Deputy Minister

Marketing and Special Services Division —

R. G. Bennett, Assistant Deputy Minister

Research and Agricultural Education Division —

Dr. D. N. Huntley, Director

Finance and Administration Division —

R. Sewell, Director

In the fall of 1968 to improve further the efficiency of the Department, all branches, including those formerly scattered throughout the city of Toronto in a number of locations, were moved to one facility at 1200 Bay Street, at the corner of Bay and Bloor. In this one building, provided by the Department of Public Works, the entire administrative staff of the Ontario Department of Agriculture and Food has been brought together as a single unit. Considerable savings have resulted in both time and financial expenditure, to the benefit of those served by the Department.

In practice, the Department's principal function is "service" and all of its programs and policies are oriented to perform this function. Emphasis is placed on personal communication and "kitchen-table counselling" with farmers and their families, as the Department strives to cope with divergent problems and fulfill its obligations to the industry.

INFORMATION BRANCH

The Department of Agriculture and Food provides a multitude of services to the industry, and it is the responsibility of the Information Branch to inform the public of these services and how they may be utilized. In order that it may serve all branches equally, this Branch reports directly to the Deputy Minister.

In the sixties there have been great changes in the field of communications, and these have been reflected in the new and expanding role of the Information Branch, and the techniques used to communicate information to both producers and consumers.

In 1960 the Branch consisted of seven persons, and its work was confined to publications, radio, TV and press release services. That same year approximately 750,000 copies of publications were printed, and just over 20,000 individual requests for information were received. The Branch now has a complement of close to 50, it has facilities for a wide range of communications services, it prints and circulates approximately two million copies of Departmental publications annually, and responds to more than 100,000 requests for information each year.

In 1963 the Information Branch acquired the Exhibit Service, originally operated by the Ontario Agricultural College at Guelph. All Departmental exhibits are now designed and built by this service, including large multimedia presentations aimed at the consumer of Ontario food products.

In 1965, when the Ontario Agricultural College and MacDonald Institute became part of the University of Guelph, the Information Branch took over the Photographic Service, the Graphic Arts Service, and the Film Library from the College. The Graphic Arts Service is strictly a service unit for the Department, with facilities for printing, duplicating, and graphic arts. The Film Library, which grew out of the National Film Board Library, acts as a depository film library for all films on agriculture, homemaking, science, and related subjects. These films are available on loan not only to Departmental personnel but to organizations and individuals in Ontario requiring such service. The Photographic Service is extensive, with staff cameramen recording on film the photo needs of the Department, the media and the public. Specialists in the Photographic Service have prepared numerous slide sets for educational and information purposes, as well as multimedia productions on a wide variety of subjects. A sound studio is maintained at Guelph, for radio and TV film productions, and a cinematographer produces short and feature film for widespread circulation.

The technical quality and content of these Departmental Information Services have been such that numerous awards have resulted from international competition.

In the five years 1965-69, the Ontario Department of Agriculture and Food cooperated with the Canadian Broadcasting Corporation to present an annual series known as "This Business of Farming".

Agricultural scientists, extension specialists, and farmers participated in these series, which were coordinated by the Information Branch and shown on the CBC English Television Network in Ontario and Quebec.

A number of the Ontario publications, including Publication 540, The Ontario Farm Record Book, and Publication 75, Guide to Chemical Weed Control, are printed in both French and English.

Production and Rural Development Division



EXTENSION BRANCH

The extension worker acts as a vital link between the Department and the farmer — funneling research information; advocating and encouraging good management practices; counselling and advising on various matters. ODAF extension workers operate out of offices in each of the 54 counties and districts in Ontario. Involved are Agricultural Engineers, Livestock and Crops Specialists, Farm Management Specialists, Credit Counsellors, Farm Machinery Specialists, Fruit and Vegetable Specialists, and Junior Extension Specialists.

FARM MANAGEMENT AND ACCOUNTS

The emphasis in recent years has been on improved farm management techniques. Over the past 10 years, between 8,000 and 10,000 Ontario farmers have used the Ontario Farm Record Book (revised in 1965) annually. In 1969 a new management tool (CANFARM) which incorporates modern data processing techniques was introduced to 70 farmers. In 1970 more than 700 farmers will be enrolled, and the plan is to expand it rapidly in the future. In 1969 approximately 50 farm management specialists were added to the Departmental staff to expand the personal counselling service to farmers.

4-H

Despite a declining farm population, enrollment in 4-H Agricultural Clubs in Ontario has remained stable.

ENROLLMENT IN 4-H AGRICULTURAL CLUBS 1960-1970

Year	Number of Clubs	Number of Projects
1960	707	12,362
1961	726	12,876
1962	764	13,062
1963	759	13,138
1964	783	13,321
1965	743	12,614
1966	735	12,080
1967	728	12,281
1968	706	12,135
1969	671	12,160

Code of Practice

Specialists of the Department, working with the Department of Energy and Resources Management, prepared a "Code of Practice"

in regard to the disposal of animal wastes. During 1969-70 this Code in its draft form was discussed with more than 5,000 farmers at public meetings. It has now been finalized, extension engineers are prepared to act as consultants and advisors, and where farmers subscribe to the Code, a Certificate will be issued.

Safety

The Department has always maintained a Farm Safety Specialist and conducted a continuing program of safety information. Workmen's Compensation was introduced to Ontario agriculture in 1966, and in 1969, 27,000 farm workers were covered. A second specialist has now been hired to give further impetus to the program.

Special Northern Ontario Grants

Starting in 1967 a special annual grant of \$200,000 over and above regular Departmental programs was made available for capital improvements in Northern Ontario. This money is administered by local committees according to local need and local priorities. It is applied for the purchase of fertilizer, weed sprayers, fertilizer and lime spreaders, agricultural chemicals, seed, fencing materials, livestock scales, for land clearance on existing farms, and for educational travel. The table below gives an example of such expenditures.

Agricultural Engineering Service

A staff of 28 Agricultural Engineers is associated with Agricultural Representatives in county and district offices. Each engineer is trained to provide consulting services to farmers in drainage, farm buildings, farm mechanization and farm water supply. Short courses are held for farmers, building contractors, and drainage contractors.

Bilingual Staff

There are now 12 bilingual extension workers and many others have completed special courses in conversational French. This program continues.

Soil Testing, Fertilizer, and Feed Advisory Service

The Department has encouraged and sponsored the free soil testing service for many years, and it has been widely used. To this has now been added a Fertilizer Advisory Service, and a Feed Testing and Advisory Service.

Short Courses — Farmers' Weeks

The Extension Branch is in the front line, so to speak, in providing opportunities for farmers to upgrade their management skills. Extension personnel are involved in the development and provision of short courses, night classes, and special seminars for farm operators. Several branches of the Department are involved in the provision of annual Farmers' Weeks held at each of the Colleges of Agricultural Technology, at the University of Guelph, and at centers strategically located throughout the province. But members of the

ASSISTANCE TO FARMERS IN NORTHERN ONTARIO — APRIL 1, 1969 — MARCH 31, 1970

CLEARING & BREAKING	FERTILIZER	WEED CONTROL	LIME & FERTILIZER SPREADERS	SEED MIXES, ETC	TRAVELING	EDUCATIONAL	FENCING	4-H CALVES & LIVESTOCK	TOTAL EXPENDITURE
ALGOMA COCHRANE	\$1,624.50	\$15,010.69	\$1,205.32	—	\$ 681.85	\$ 358.50	\$1,307.77	\$145.00	\$21,437.33
N. & W. COCHRANE	750.00	7,204.99	119.54	361.12	30.80	568.07	—	—	12,173.87
S.	1,447.99	6,626.36	564.74	781.50	42.15	78.05	—	—	12,951.53
KENORA	1,598.70	3,058.79	—	—	—	30.00	—	—	4,895.67
MANI- TOULIN	6,187.01	12,058.51	1,636.81	939.50	203.72	716.32	—	—	22,035.87
MUSKOKA & P.S.	1,140.00	13,153.09	846.24	755.30	267.76	131.80	1,707.64	—	21,221.22
NIPISSING RAINY RIVER	—	11,841.97	1,162.90	1,536.00	174.37	206.90	—	—	16,055.89
SUDBURY TEMIS-	4,759.50	12,711.82	—	358.12	164.94	392.10	—	45.00	18,431.48
KAMING THUNDER BAY	—	10,067.85	1,003.61	1,912.50	328.08	—	—	—	13,857.07
	—	23,109.97	1,863.33	4,057.50	141.50	245.50	—	—	33,314.82
	3,808.46	14,971.54	—	—	318.94	147.95	—	—	19,246.89
						750.00	—	—	4,529.64
\$21,316.16	\$129,815.58	\$8,402.49	\$10,701.54	\$16,401.52	\$2,354.11	\$3,625.19	\$3,015.41	\$190.00	\$200,871.64

Extension Branch play a prominent role in these programs, planning, promoting, and participating in them. The attendance at these Farmers' Weeks clearly indicates the importance placed on them by the farmers of this province.

FARM MACHINERY ADVISORY BOARD

On March 21, 1962, the Minister established the Ontario Farm Machinery Investigation Committee. The purpose was to investigate and report on all aspects of the sale and use of farm implements in Ontario, particularly with regard to suitability, quality, and the supply of parts. The Committee reported in July 1963, and shortly thereafter the Ontario Farm Machinery Advisory Board was appointed to carry out the recommendations of the Committee.

The Advisory Board, representative of all segments of the industry, manufacturers, dealers, distributors, farm organizations, and farmers, meets periodically to consider problems, review recommendations, and investigate complaints.

One of the Board's early proposals was for the establishment of a farm machinery mechanics course which would upgrade the skills of those engaged in the servicing of farm machines. This course is now offered at the Ontario Agricultural College, University of Guelph, and graduates are finding ready employment in the farm machinery business. At the request of this Board, farm machinery manufacturers have agreed to provide emergency parts service from their depots on Saturdays and holidays during the production season. As a result, much of the complaint and criticism expressed by farmers has disappeared.

The secretariat for this Board is provided by the Extension Branch of the Ontario Department of Agriculture and Food.

ARDA

The tremendous advancements in agricultural technology since the end of World War II have demanded increasing amounts of land, management, and capital to produce a satisfactory farm income. Farmers who have faced limitations on any of these three factors have found it to their advantage to either adjust within agriculture, or look elsewhere for full- or part-time employment. ARDA is primarily an adjustment measure, **aimed at people**, and designed to find ways and means of easing the stress and strain of adjustment.

In 1962 the Ontario Legislature passed the Agricultural Rehabilitation and Development Act, creating the Ontario ARDA Directorate, and establishing an ARDA Branch within the Ontario Department of Agriculture and Food. Also in 1962, Ontario entered into a share-cost Federal-Provincial Rural Development Agreement with the Government of Canada. A second such agreement was signed in 1965 and this agreement expired on March 31, 1970. A new five-year agreement was recently completed, committing the two levels of Government to a \$60 million ARDA budget for the five-year period, ending March 31, 1975. During the past seven years the ARDA program in Ontario has accomplished the following:

- * More than 170,000 acres of submarginal agricultural lands have been acquired by ARDA and transferred to such other public uses as forestry, recreation, wildlife production, and water conservation.
- * ARDA provided an additional one-third grant to municipalities for drainage works constructed under the Drainage Act of Ontario. Total ARDA grants paid, until March 31, 1970, amounted to \$6,934,873.
- * 1,240 Ontario residents have sold to ARDA a total of 128,000 acres of marginal farm units, and have either retired out of agriculture or moved into other areas of employment. Much of the land so acquired has been attached to adjacent farms under our Farm Enlargement program, and to date approximately 1,000 improved, economic units have resulted.
- * Eight community pastures, consisting of 24,869 acres, have been established to serve adjacent farmers with extra grazing land at a nominal fee. Two of these community pastures are located on Indian lands and they are operated by Indian people.
- * ARDA places high emphasis on water supplies and water conservation. One hundred and thirty-three small dams for rural water supply have been built by municipalities or conservation authorities, who have received grants amounting to \$7,930,884. In addition, 3,486 farm wells and 1,151 farm ponds have been provided with ARDA financial assistance.
- * More than 7,000 Ontario farmers have received ARDA assistance to remove old fencerows, providing larger fields for more efficient use of farm machinery.
- * Nearly 1,900 farmers have taken the 20-week Business of Farming courses in farm management in order to upgrade their management skills.
- * A further 3,400 people, both farm and rural nonfarm, have received direct benefits through increased income from ARDA development projects. These include expanded industrial milk processing plants, tourist industry developments, a revitalized maple syrup industry, expanded rural industries, and improved livestock marketing facilities.

To achieve these objectives, ARDA employs some 50 full-time officers, counsellors, and specialists, in addition to utilizing the services of persons employed by other governmental agencies, federal, provincial, and municipal. Home economists are being utilized in increasing numbers to assist and advise in the counselling of families caught up in the adjustment process. Approximately 20% of Ontario's ARDA staff is bilingual.

The Canada Land Inventory, begun in 1964, has been a major tool in local and regional planning. The inventory for Southern Ontario was completed in 1969, and the Northern Ontario inventory will be

completed in 1971. This inventory will make possible assessments and appraisals of land use potential hitherto impossible to achieve.

HOME ECONOMICS BRANCH

In planning programs for 4-H Club Members and mature women across the province, the Home Economics Branch recognizes that

- (a) the wife and mother, whether she lives on the farm or in the city, provides a major influence in family decision-making, whether it relates to budgets, the management of the family business, the education of the family, or the purchase of a piece of equipment;
- (b) almost every young woman will eventually be a wife and homemaker, with a family to feed, clothe, and house.

Because of this, the Home Economics Branch program reflects the needs of contemporary living with an emphasis on foods and nutrition, clothing, home furnishings, home crafts, and consumer education.

In 1960 the Branch provided 23 Home Economists stationed at central points across the province. In 1969 the Branch has 43 Home Economists in the field, three of them working closely with the ARDA Branch and providing special service and projects for disadvantaged rural families.

While the Branch has become deeply involved in serving the larger public through the provision of local radio and TV programs and the use of mass media, specific programs are aimed at three main groups of people, 4-H Homemaking and Garden Club members, 4-H Club leaders, and members of the Women's Institute, and other local and community groups.

Despite a declining rural population, 4-H Homemaking Club membership continues to increase: in 1958-59, 1,382 clubs with 12,986 members; in 1968-69, 2,917 clubs with 29,085 members.

Records of the branch indicate that individual service has been provided to more than 53,000 women and girls in 1969-70, compared with just over 26,000 in 1960-61.

In 1959-60, the Home Economics Branch conducted a special survey of Ontario farm homes and homemakers to determine the needs and interests of these families in order to shape programs and policies to cope with them; 352 of these rural homemakers were interviewed at length by skilled Home Economists. The findings were utilized in the development of programs.

In 1969, a decade later, the Branch retraced its steps, and visited the same homes, the same homemakers, in an effort to determine what changes had taken place within the community and the home, and how it had affected them. Sixty-five percent were the same women, living in the same homes as had been the case 10 years previously; 21% were the same women as had been previously interviewed but

they and their families had moved to different homes. This is the first time that such an in-depth study has been made of the living habits of farm families in Canada, and the results have been extremely valuable.

The Branch continues to work closely with the Federated Women's Institute of Ontario, which consists of 1,310 branches, involving 30,925 members across the province.

JUNIOR FARMER ESTABLISHMENT LOANS BRANCH

The Junior Farmer Loan program began with the passage in the Ontario Legislature of the Ontario Junior Farmer Establishment Loans Act in 1952. The program provided first mortgage loans to qualifying Junior Farmers at a low, subsidized interest rate. The objective was to encourage young men with a demonstrated interest in agriculture to become established either in their own farms or to become involved with members of their families in a family farm enterprise.

When the Farm Credit Corporation was established at Federal level in 1959, there appeared to be no further need for the provincial program and lending was suspended in 1960. However, in 1962 the program was reinstated to meet a need that was found to be unfulfilled by the Federal program. At this time even greater emphasis was placed on the establishment of family farm units, including father-son partnerships, brother-partnerships, corporate family farms, etc.

In February 1969, in accord with the recommendations of the Special Committee on Farm Income, and after discussions with the Federal Minister of Agriculture, the program was again discontinued in Ontario. This decision was made in recognition of the fact that the Farm Credit Corporation had amended its provisions in line with the Ontario objectives for family farm units, and there existed a duplication of service. Junior Farmer loans have assisted a substantial number of Ontario farmers to become established.

1952-60 — 3,828 loans totaling \$ 28,382,829 (4% interest)

1962-69 — 5,176 loans totaling \$116,263,118 (5% interest)

Total — 9,004 loans totaling \$144,645,947

Although active lending has been suspended, sufficient staff has been maintained by the Department to adequately service the needs of the continuing loans. Arrangements have also been made whereby existing Junior Farmer Establishment Loans can be transferred from the holder to another junior farmer in the event of the sale of the property thus mortgaged.

Adverse Weather Assistance and Crop Insurance

Three successive years of severe weather damage to farm crops in the mid-sixties resulted in substantial programs of aid from Government sources, and paved the way for a crop insurance program, unequalled in scope in any other province.

1964-65	Hay and Grain, Guaranteed Bank Loans	\$300,000.00
	*Transportation Assistance on Hay	\$548,181.72
1965-66	Seed and Fertilizer, Guaranteed Bank Loans	\$2,572,219.00
	*Adverse Weather Subsidies	\$5,445,169.77
1966-67	*Adverse Weather Subsidies	\$4,558,466.78
	(*50% recoverable from Government of Canada as a Federal-Provincial Program)	

Crop Insurance

In 1966 the Crop Insurance Act of Ontario was passed. Agreement was reached with the Federal Crop Insurance Administration whereby the two levels of government share equally the total costs of administering the Ontario program, and the premiums are further subsidized at the following rates, Government of Canada 25%, Government of Ontario 5%. The first plan was for winter wheat, introduced in 1966. In 1970 plans are available for winter wheat, spring grains (including oats, barley and mixed grains), forage, grain corn, soybeans, white beans, tomatoes, potatoes, processing peas, processing corn, apples, and corn silage. In 1969 Crop Insurance subsidization and a net loss on the operations resulting from a heavy claims position, were as follows;

Ontario Government's share of administration costs	\$212,220
Ontario Government's 5% premium subsidization	\$ 26,687
Net loss on the basis of operation	\$371,000
Total	<u>\$609,907</u>

LIVE STOCK BRANCH

Ontario agriculture, however diversified, depends in large measure upon livestock. Approximately 70% of farm income in the province comes from the sale of livestock or livestock products, and is the result of processing much of the farm output of cereal grains and forages through livestock. One third of all Canadian milk production comes from Ontario farms. During 1969, Ontario marketed more beef cattle and hogs than any other province in Canada.

Programs of the Live Stock Branch have been designed to assist livestock producers to improve the quality of their livestock, and the efficiency of their production. Livestock specialists on the staff of the branch are available to advise farmers, individually or in groups, of the technology that is available to them. These men work closely with breed associations, marketing groups, and commercial livestock producers interested in the improvement of their animals.

The Ontario Department of Agriculture and Food provided leadership and financial assistance in the development of techniques which have made the use of frozen semen practical and widespread. Continuing assistance is provided to the artificial insemination program. The Department provides grants to approved Artificial Breeding Units to assist in the purchase of bulls meeting the

necessary performance standards. These amount to one third of the purchase price of dairy bulls to a maximum grant of \$750, and beef bulls to a maximum grant of \$500. In Northern Ontario a subsidy of \$2 per cow inseminated is provided to equalize the cost factor that results from geographic and other conditions. The Live Stock Branch provides Performance Testing programs for cattle, sheep, and swine, to assist farmers in making decisions on management procedures and genetic improvements in their herds. In 1969, 1,281 beef bulls from 274 herds were performance tested at the four stations at Guelph, Kemptville, Ridgetown, and New Liskeard. In the same period, 4,341 boars were weighed and subjected to the backfat probe. Forty sheep breeders in Ontario have their flocks enrolled in Departmental performance testing programs.

The province's highly successful Warble Fly Control Program has been supervised and subsidized by the Live Stock Branch, and in 1969 just over \$44,000 was provided to municipalities involved in this program. The Branch also administers the Hunter Damage Compensation Act (introduced in 1963), and in 1969 farmers received compensation awards of \$20,513 for livestock killed or injured by careless hunters.

For many years the Live Stock Branch provided secretarial help and an annual grant of \$20,000 to the Ontario Beef Improvement Association to assist in the promotion and development of better beef cattle. In 1968, at the request of the Association, the Beef Cattle Marketing Act was passed by the Ontario Legislature, providing for a checkoff on all cattle marketed in Ontario. The OBIA is now self-supporting, but it continues to work closely with the Branch and its livestock specialists in beef improvement programs.

The following tables indicate the participation of beef and dairy cattle producers in performance testing programs, and the degree of Departmental assistance to livestock premium and transportation assistance policies.

PROGRESS OF ONTARIO CATTLE PERFORMANCE TESTING

Beef Cattle Performing Testing Program				Dairy Herd Improvement Program	
	No. Bulls	Breeds	Breeders	No. Herds	No. Cows
1961-62	840	4	236	1,293	32,766
1962-63	938	4	239	1,318	33,957
1963-64	777	3	192	1,284	33,505
1964-65	1,137	3	230	1,274	34,783
1965-66	1,044	3	218	1,315	36,914
1966-67	1,016	4	209	1,277	35,994
				(owner sampler program)	
				122	2,901
1967-68	1,190	5	245	1,242	37,921
				(owner sampler program)	
				926	24,626
1968-69	1,084	4	262	1,248	41,095
				(owner sampler program)	
				1,414	37,370
1969-70	1,281	4	274	1,969	54,518
		(plus crossbreds)		(owner sampler program)	
				1,197	39,089

GRANTS PAID UNDER LIVE STOCK ASSISTANCE PROGRAMS

Year	Bull Premium Policy		Boar Premium Policy		Ram Premium Policy		Transportation Assistance
	Bulls	Premiums	Boars	Premiums	Rams	Premiums	
1961-62	559	\$39,055.31	758	\$23,575.00	70	\$ 759.00	\$7,108.53
1962-63	378	33,012.23	891	28,245.00	82	802.00	1,432.00
1963-64	322	29,835.20	1,288	41,010.00	79	826.30	2,219.03
1964-65	394	35,627.00	1,226	36,660.00	54	575.20	5,466.72
1965-66	403	34,338.00	1,785	52,590.00	76	755.50	2,344.18
1966-67	410	34,198.00	1,994	60,340.00	38	501.00	2,722.58
1967-68	442	42,447.00	1,629	49,420.00	46	726.50	7,056.81
1968-69	528	49,454.00	1,424	44,415.00	90	1,436.00	9,673.00
1969-70	561	48,622.00	—	40,000.00	—	1,100.00	3,300.00
TOTALS	3,997	\$346,588.74	10,995	\$376,255.00	535	\$7,481.50	\$41,322.85

SOILS AND CROPS BRANCH

The Soils and Crops Branch exemplifies the Department's coordinated approach to farm service. This Branch entered the sixties as the Crops Branch, and in 1962 it absorbed the Soils Extension Specialists who had been on the staff of the Ontario Agricultural College. At that time the Branch became the Soils and Crops Branch. In 1965 the tobacco specialists who had been attached to the Extension Branch were also absorbed, and in 1968, the Fruit and Vegetable Extension Specialists, who had been a part of the Extension Branch, were incorporated into this total approach concept. The Branch serves the horticultural industry, both commercial and ornamental, also employing specialists in greenhouse and nursery crops. In 1967 the Soils and Crops Branch undertook to provide a special Farm Weather Forecast, a service that is provided daily through the broadcast media to farmers across the province during the production period.

The Soils and Crops Branch has assumed the responsibility of coordinating recommendations on the selection and use of pesticides (insecticides, herbicides, fungicides, etc). The Director of the Branch acts as chairman of the Department's Pesticides Committee.

The assumption of these various responsibilities has enabled the Soils and Crops Branch to provide a "Systems Approach" to agricultural production, linking and coordinating such factors as soil fertility, variety testing and recommendations, pesticide control, and weather forecasting.

Ontario agriculture has benefitted from this Branch's close relationship with the Ontario Soil and Crop Improvement Association. The Branch provides the O.S.C.I.A. with a secretariat, and a system of grants to the provincial and local associations, approximating \$30,000 to \$35,000 annually. This relationship has resulted in a swift application of new ideas in technology, and the rapid proliferation of new varieties through the O.S.C.I.A. membership.

The Branch administers a number of important pieces of legislation, including the Weed Control Act, the Barberry Eradication Program, and the Agricultural Limestone Assistance Program (transportation subsidies). In the three years, 1967-70, grants to municipalities for weed control inspection (50% of the cost) totalled \$195,662. Grants under the Limestone Assistance Program and the Barberry Eradication Program are as follows:

	<u>Limestone Transportation Assistance</u>	<u>Barberry Program</u>
1961-62	\$ 59,466	(Started in 1965-66 with the Federal Government sharing the cost equally. Shown is Ontario's share.)
1962-63	68,451	
1963-64	82,498	
1964-65	96,611	\$ 80,843
1965-66	77,081	89,821
1966-67	99,051	101,777
1967-68	103,375	104,307
1968-69	100,940	45,750
1969-70	<u>60,317</u>	<u>22,500</u>
	\$747,790	\$444,998

THE AGRICULTURAL AND HORTICULTURAL SOCIETIES BRANCH

This Branch administers the Community Centres Act, and supervises the activities of agricultural fairs, horticultural societies, and plowing matches. Grants paid through programs supervised by this Branch make a substantial contribution to community life in rural Ontario and are as follows:

GRANTS PAID BY AGRICULTURAL & HORTICULTURAL SOCIETIES BRANCH

	<u>Horticultural societies</u>	<u>Plowing matches</u>	<u>Agricultural fairs</u>
1961-1962	\$ 44,695.00	\$ 6,515.50	\$ 209,586.00
1962-1963	41,273.62	6,841.28	217,124.41
1963-1964	41,057.91	6,772.00	221,980.64
1964-1965	42,922.37	6,926.00	224,903.78
1965-1966	45,335.73	5,895.50	227,891.06
1966-1967	44,978.86	6,649.00	229,462.60
1967-1968	48,386.09	5,674.50	231,166.44
1968-1969	49,985.71	6,296.50	231,253.00
1969-1970	<u>50,437.57</u>	<u>5,997.75</u>	<u>236,473.74</u>
TOTALS	\$409,072.86	\$57,568.03	\$2,029,841.67

GRANTS PAID TO MUNICIPALITIES UNDER THE COMMUNITY CENTRES ACT

	<u>Grant</u>	<u>Arenas</u>	<u>Arenas and halls combined</u>	<u>Halls</u>	<u>Other recreational facilities</u>
1961-62	\$ 374,766.28	10	6	40	154
1962-63	463,973.00	12	6	53	178
1963-64	405,772.00	18	6	45	137
1964-65	417,961.58	13	9	42	134
1965-66	417,251.48	10	5	48	159
1966-67	536,777.93	10	6	54	177
1967-68	948,142.00	16	17	77	268
1968-69	949,999.00	21	19	57	166
1969-70	1,199,999.00	46	25	51	217
TOTALS	\$5,714,642.27	156	99	467	1,590

Capital Grants Program

In 1967 the Ontario Department of Agriculture and Food introduced a program of Capital Grants to assist farmers in the provision of necessary structures and facilities. The program is scheduled to run for 12 years from the date of introduction, with a maximum payment in any one year of \$10 million. Grants are available for farm drainage, erection or removal of farm buildings, paving barnyards, construction of liquid manure storage tanks, grain storages, silos, milk houses, greenhouses, grading, packing and storage buildings. To be eligible for these Capital Grants a farmer must own the land on which the grant is to be applied, and have a gross income of at least \$3,000 per year from his farm operation. The basis of the grant will be one third of the total cost, to a maximum grant of \$1,000.

Grants paid under this program since its introduction are:

1967 - 68	\$6,246,156
1968 - 69	\$6,345,901
1969 - 70	\$5,642,894

The success of Capital Grants for the construction of farm ponds is evidenced by the fact that a total of 2,729 ponds have been constructed since grant policies were first introduced in Ontario in the early sixties. Additional Capital Grants are available for farmers in Ontario for the provision of farm wells and water supplies, and for fencerow removal and field enlargement. These are included in the ARDA program enunciated elsewhere. The same rules of eligibility apply, but the maximum grant in this case is \$1,500.

Marketing and Special Services Division



AGRICULTURAL MANPOWER SERVICE

The infusion of modern technology into the industry, and the migration of traditional farm families out of the industry has created a paradox in the farm labor force. On the one hand there are those who are adjusting out of agriculture into off-farm employment, and on the other there are farm operators who are in need, in some cases in desperate need, of farm workers. Those who are moving out of agriculture are being serviced by ARDA and Canada Manpower. Those who need workers are being serviced by the Agricultural Manpower Service and Canada Manpower.

For a quarter century there has existed in Ontario some kind of a Federal-Provincial Farm Labour Committee, recruiting workers for seasonal jobs such as harvest and fruit picking. In 1967 the Ontario Department of Agriculture and Food expanded its role in this work by appointing a full-time Agricultural Manpower Officer, and establishing a Manpower Service within the Department. Working closely with Canada Manpower on the one hand and potential employees on the other, this Service has brought together employee and employer, and created a climate of confidence. Transportation has been arranged, housing and accommodation improved, and when necessary, special recruitment carried out.

While considerable emphasis has been placed on the recruitment of local workers on a day-by-day basis, many of them students, it was found necessary to recruit other seasonal workers to handle such perishable crops as fruit and tobacco. A special agreement was reached whereby workers from Caribbean countries might be brought to Ontario to assist in the fruit harvest. In 1969, 873 of these workers were recruited, and they proved to be reliable and competent.

In order that seasonal workers might have adequate housing, the Department developed a policy of financial assistance to growers prepared to erect housing or improve existing housing. This assistance to the extent of half the cost of construction to a maximum of \$150 per worker housed has resulted in a vast improvement in accommodation. Since 1965 accommodation for 1,930 such workers has been provided, with the Ontario Department of Agriculture and Food contributing as follows:

1965 - 66	\$ 21,481.69
1966 - 67	\$ 33,297.21
1967 - 68	\$ 74,002.99
1968 - 69	\$ 42,002.25
1969 - 70	\$ 42,562.37
<hr/>	
Total	\$213,346.51

There has been a decided shortage of skilled agricultural workers available for full-time work on commercial farms in Ontario, and after domestic recruitment had failed to fill the need, the Manpower Service turned to overseas recruitment, particularly in Great Britain. In the three years, 1967, 1968, and 1969, a total of 355 of these workers were placed on Ontario farms, and many more could be placed if they were available.

The Manpower Service has also assisted various commodity groups and organizations in recruiting seasonal or temporary harvest workers. In 1969 the Ontario Flue-Cured Tobacco Growers Marketing Board reported that approximately 40,000 such workers were placed on tobacco farms in Ontario. Some of these were recruited by Canada Manpower, some by the Ontario Agricultural Manpower Service, and the remainder by the Tobacco Board through its own extensive recruitment service.

The Manpower Service has been engaged in other kinds of recruitment and placement, some of it in terms of on-the-job training. In 1967, in cooperation with the Department of External Affairs, seven agricultural graduates from Czechoslovakia were placed on farms to gain experience during the summer months. Also in 1967, again by arrangement with External Affairs, the service placed 28 South Korean agricultural students at the Centralia College of Agricultural Technology for a month's orientation, and subsequently on western Ontario farms. At the end of their contracted period, these students spent a month at the Ontario Agricultural College for technical instruction, before returning home to South Korea. For more than a decade the Department has been involved in the placement of Japanese students on dairy farms in Ontario, in cooperation with the External Aid Program, and the Canadian Holstein-Friesian Association. The project continues and over a dozen Japanese agricultural students are at work on Ontario farms.

The work of the Agricultural Manpower Service continues to grow as farmers apply for help in recruiting workers, and workers turn to the Service for reliable placement service.

FARM PRODUCTS INSPECTION BRANCH

Ontario has every reason to be proud of the quality of its farm products. To maintain this high quality, and to ensure that Ontario products enjoy an unblemished reputation on the market, requires the constant scrutiny and vigilance of a staff of qualified inspectors. The Farm Products Inspection Branch provides this inspection and grading service on a year-round basis. This service is provided on products offered to consumers, purchased for processing purposes, as well as trade in the market. Inspection, applied at wholesale and retail levels, not only applies to domestic products, but also to imported produce being offered in the Ontario marketplace.

In the past ten years major revisions have been made in the grade standards of fruits, vegetables, and honey to accommodate quality and other standards that are recognized nationally, and which in

turn facilitate the movement of the product. Similarly, grades of fruit and vegetables being delivered to processors have been reviewed and amended to make them more applicable to the requirements for processed products.

Staff inspectors carry out inspection of approximately 200 million pounds of Ontario tobacco annually, and in addition random sampling of deliveries and laboratory testing of these samples for the presence of maleic hydrazide is provided. Quality and marketing standards have been updated for maple products in line with the Department's emphasis on this industry.

This Branch administers the Abandoned Orchards Act which provides for action to be taken against the owners of neglected orchards which are adjacent to and threaten the quality control programs of commercial fruit producers. Christmas trees have been designated as a farm product, and grading and marketing regulations are provided by this Branch.

The Plant Diseases Act provides a vehicle for the control of plant diseases on nursery stock; control of bacterial ring rot in potatoes; control related to apple maggot in apples being exported, as well as control over other plant diseases. Under the Department of Agriculture Act, strawberry and raspberry certification programs have been established to make available to commercial fruit growers, plants that are reasonably free of viruses and diseases.

Early in the sixties regulations were developed for controlled-atmosphere apple storages and the packing of these apples. This method of storage has met with wide acceptance and each year more than a million bushels of Ontario apples are stored in this type of storage, subject to Farm Products Inspection Branch supervision.

ONTARIO FARM PRODUCTS MARKETING BOARD

Production is only one phase of the agricultural industry. Of equal importance is marketing. The present day Ontario Farm Products Marketing Act had its beginnings when the Ontario Legislature passed unanimously in 1937, the Ontario Farm Products Control Act. In 1946 this Act was amended, and its name changed to The Ontario Farm Products Marketing Act. Although this act has been amended from time to time to meet the changing needs of the industry the objective of the legislation has remained unchanged:

“to provide for the control and regulation in any or all respects of the marketing within Ontario of farm products”.

The Legislation provided for the appointment of a Farm Products Marketing Board to supervise the operations of commodity boards, to ensure that the marketing authority was not being abused, to mediate disagreements between principals, and to ensure that producers have the benefit of a sound system of marketing.

Ontario's system of commodity marketing has not only been widely accepted by producers within the province, it has also been the model for similar legislation in other jurisdictions. At the close of the sixties, a total of 19 marketing boards were operating in the

province, involving the regulated marketing of 37 commodities. The total annual sales volume of these commodities is approximately \$500 million.

The Farm Products Marketing Board has encouraged the development of some rather sophisticated marketing machinery, including the Teletype Auction system used by the Ontario Hog Producers Marketing Board, and the Dutch Clock system that is used to determine price in tobacco and cheese, and also calves at the Ontario Stock Yards.

In 1963 the Farm Products Marketing Act was amended to allow for production control of tobacco. This is the only Ontario commodity subject to production controls. The Turkey and Chicken Broiler plans, however, provide for the establishment of marketing quotas. In 1968-69 Ontario took another pioneering step with the introduction of the Ontario Apple Commission, which involves representatives of all aspects of the apple industry in the determination of price and other factors respecting apple marketing.

THE CO-OPERATIVE LOANS ACT

Provisions are made under the Co-operative Loans Act for loans to be made to agricultural co-operatives to assist them in financing capital expenditures or marketing farm products. During the 10-year period, 1960-70, a total of \$3,555,659 was loaned under this Act. This money was used to build cold storage facilities, feed mills, grain elevators, processing plants, potato storages, dairies, creameries, and cheese factories throughout the province.

The Co-operative Loans Act is one of 47 Legislative Acts administered by the Ontario Department of Agriculture and Food.

MILK COMMISSION PROGRAMS 1960 – 1970

The Milk Commission is responsible for the administration and enforcement of The Milk Act, 1965, The Oleomargarine Act, The Edible Oil Products Act, Farm Products Grades and Sales Act, and the Farm Products Payments Act, 1967.

The main divisions of the Milk Commission include

- Milk Quality
- Fluid Milk
- Central Milk Testing
- Milk Products, Oleomargarine and Edible Oils
- Milk Marketing.

The Milk Commission supervises two dairy producer marketing plans: The Ontario Cream Producers' Marketing Plan and the Ontario Milk Marketing Plan.

The Milk Act, 1965, established The Milk Commission of Ontario as the decision-making and enforcement authority and replaced the former Milk Industry Board. Any member of the Milk Industry may appeal to the Milk Commission for a hearing if they feel they have a grievance.

The Milk Act, 1965, provides for the establishment of the Advisory Committees. These committees provide a useful forum for discussion among industry representatives on matters of concern relative to the production and marketing of milk in Ontario.

These committees are the Advisory Committee for Milk, Advisory Committee for Transportation of Milk, Advisory Committee for Cheese, and Advisory Committee for the Fund for Milk and Cream Producers.

Milk Quality

Fluid milk production came under the supervision of the Dairy Branch in 1959. Dairy Branch fieldmen became responsible for inspection and approval of fluid milk premises. A sample of each producer's milk was submitted to the Regional Health Laboratories for quality testing. Results were forwarded to producers.

In 1960 the regular resazurin test was used as the official measure of bacterial activity.

<u>Grade 1</u>	<u>Grade 2</u>	<u>Grade 3</u>	<u>Grade 4</u>
81.68%	10.81%	5.69%	1.82%

In 1964, the preincubated resazurin test was introduced as the official test for fluid milk quality.

<u>Grade 1</u>	<u>Grade 2</u>	<u>Grade 3</u>	<u>Grade 4</u>
84.62%	8.81%	4.60%	1.96%

The quality of Grade A milk had improved by 1970 as follows:

<u>Grade 1</u>	<u>Grade 2</u>	<u>Grade 3</u>	<u>Grade 4</u>
93.29%	4.50%	1.76%	.68%

In March 1970, the loop plate count was adopted as the official quality test for Grade A and Industrial Bulk Milk.

The quality of Grade A milk in March 1970, according to official loop plate count, was:

<u>Grade 1</u>	<u>Grade 2</u>	<u>Grade 3</u>
under 100,000	100,000-199,999	over 200,000
91.16%	4.61%	4.23%

The quality of processing milk in 1960 as indicated by tests supervised by field staff was:

<u>Grade 1</u>	<u>Grade 2</u>	<u>Grade 3</u>	<u>Grade 4</u>
18.60%	19.68%	22.50%	39.22%

The quality of processing milk in 1970:

<u>Grade 1</u>	<u>Grade 2</u>	<u>Grade 3</u>	<u>Grade 4</u>
69.26%	14.70%	10.33%	5.71%

<u>Producers:</u>	<u>1960</u>	<u>1970</u>
Fluid milk	11,188	7,900
Processing	31,291	15,500
Cream	<u>34,157</u>	<u>11,000</u>
	76,636	34,400

Fluid Milk Sales (Quarts)

1960 — 568,994,400

1968 — 707,422,260

Price of Fluid and Processing Milk, 1960-1970

The base price for fluid milk in 1960 was determined by formula. The average price per hundredweight of milk purchased from producers for the **fluid** sales was \$4.62.

The average price of **processing** milk at the farm in 1960 was \$2.61.

As of February 1970 the quota price of fluid milk in Southern Ontario was \$6.19½ per hundredweight, and in Northern Ontario \$6.71½ per hundredweight.

Industrial milk quota price was \$4.28½ per hundredweight.

<u>Licenses Issued</u>	<u>1960</u>	<u>1968</u>
Distributor	549	341
Processing	465	343

Milk Commission fieldmen supervise the installation of bulk tanks on producer farms.

	<u>1960</u>	<u>1968</u>
Bulk Tanks installed (fluid)	4,769	7,864
Bulk Tanks installed (processing)	<u>72</u>	<u>3,932</u>
	4,841	11,796

Pipeline milkers installed (total) — 1968 — 1,882

Central Milk Testing Program

Payment for milk over the years has been based on the Babcock test for fat. Central Milk Testing was officially established in September 1966.

The Ontario Government recognized the potential of the Infra Red Milk Analyzer machine and underwrote the cost of development to the stage of commercial application. The Ontario Milk Marketing

Board pays all producers to the Grade A and Industrial Milk Markets on the basis of the fat tests forwarded by the Central Milk Testing Laboratory, Guelph. Approximately 23,400 milk samples are tested for fat twice a month. The infra red instruments are capable of testing milk for fat, protein, lactose and solids-not-fat.

Milk Products Division

The Milk Products Division supervises the handling, receiving and processing of milk and cream for the manufacture of milk products other than fluid milk products.

This division issues plant licenses to processing plants and certificates to buttermakers, cheesemakers, graders and testers. Training courses and examinations are held for prospective graders and testers. Refresher courses are held throughout the province each year for bulk tank graders.

Product improvement is encouraged through a Cheese Composition Analysis Program to acquaint processors with the analysis of the product they are producing. A Butter Analysis Program is also conducted with the cooperation of the Department of Dairy Science, University of Guelph.

The sampling of milk is a responsibility of this division and sampling procedures and care of samples at plants have greatly improved through introduction of better methods of transporting and caring for milk samples.

Milk Marketing

The staff involved in auditing product utilization for the Dairy Branch consisted of two men in 1960. A separate division for Milk Marketing was established in June 1968 to assist the Milk Commission in meeting its commitments with respect to auditing.

In the past ten years, the auditing staff has made in excess of 800 adjustments in payments to producers to the value of nearly \$1 million.

The Ontario Milk Marketing Board

The Ontario Milk Marketing Board has taken over the functions of the Ontario Whole Milk Producers' League, the Ontario Concentrated Milk Producers' Marketing Board, the Ontario Cheese Producers' Marketing Board, and the Ontario Milk Producers' Co-ordinating Board, all of which have been dissolved.

It is the responsibility of the Milk Commission to review the operations of the Milk Marketing Board, bearing in mind the purposes of the plan, the public interest, and the powers delegated by the Commission.

As of March 1970, the Milk Marketing Board is the marketing agency for all producers of Grade A and Industrial milk in Ontario.

THE ONTARIO FOOD COUNCIL

The Ontario Food Council came into being on June 6, 1963, under the authority of Section 2 of the Ontario Producers, Processors, Distributors and Consumers Food Council Act, 1962-63. The basic concept or philosophy of the Council is expressed in its first Annual Report:

"The Ontario Food Council's purpose is to encourage the most effective form of food production, processing and distribution with fair returns on investment to all participants and with our ability to produce food and be as self-sufficient as possible in order to maintain and expand our agricultural food products industry".

Within these general terms the Council was assigned several specific tasks:

- (a) to study and investigate trade practices in the marketing of food products;
- (b) to develop improved marketing procedures;
- (c) to create new market opportunities through
import replacement and export development,
domestic market development,
new forms in which products can be merchandised;
- (d) stabilization of markets by promotional campaigns to move surplus crops;
- (e) to bring together the various groups concerned in production and marketing, and to involve them in these programs.

The Council was, from the beginning, given extensive authority to conduct investigations, and it has used that authority on a number of occasions. On February 22, 1968, Hon. Wm. A. Stewart, Minister of Agriculture and Food, directed the Ontario Food Council to conduct a full-scale public inquiry into the sale, distribution, and marketing of fruits and vegetables in Ontario. After 16 days of public hearings, and the appearance of 35 witnesses, the Council presented its report on December 5, 1969. The Ontario Food Council has from time to time engaged in many studies, inquiries, and surveys related to the food industry. Reports resulting from these have been circulated, and many of the Council's recommendations have been acted upon.

Market Development

In 1960 Ontario inaugurated a program to assist the food industry to increase export sales to the United Kingdom. A Market Development officer was assigned to Ontario House at that time, and when the Ontario Food Council came into being in 1963, he became an integral part of the Council's overall market development program. The officer in Ontario House now serves not only the United Kingdom, but all of Europe, searching out markets, funneling market intelligence back to Ontario, and seeking new ways and

means of moving Ontario food products into these export markets. Two more market development officers are located in the Toronto office, and a third is located at the Department of Trade and Development for liaison purposes. Over the years, these men have serviced countless trade missions to offshore markets, and have provided the industry with valuable data on products and market potential. Their job is to stimulate further food exports on all world markets. The Department of Agriculture and Food's long range goal is not only to expand export sales, but to reduce imports of food that can be profitably produced in Ontario.

Some commodities that have benefitted from Council programs:

1963-64 — **Onions** — Plentiful Food Program increased domestic consumption by 400,000 50-pound bags compared to previous year.

1964-65 — **Honey** — Honey Section of the Council organized.

1965-66 **Tomatoes** — Tomato Products Council organized;

Dairy Products — a mission of U.K. food buyers brought to Ontario.

Maple Products — reorganization of the industry with ARDA assistance, development of maple syrup festivals, new grading regulations, fieldmen appointed, consumer information prepared.

Grapes — industry committee organized to coordinate product.

Beef — promoting "portion control beef" in the Caribbean market.

1966-67 **Carrots** — Plentiful Foods Program.

White Beans — British buyers brought to Ontario to study industry.

Frozen Foods — British buying mission brought to Ontario.

1967-68 **Maple products** — continuing efforts to develop domestic market through promotion and organization.

Tomatoes — Plentiful Foods Program.

1968-69 **Peas** — Plentiful Foods Program.

Fluid Milk — consumer study conducted.

Beef — market study carried out.

Sweet Corn, Tomato Juice, and Red Cherries — emphasis placed on United Kingdom market.

1969-70 **Sweet Corn** — special emphasis on U.K.

Cherries — market focus on Germany.

Market Development officers involved in market analysis and development in Japan, Central America, and the U.S. The Council organized and sponsored a consignment of 22 purebred beef animals from Ontario to Costa Rica for show and sale.

While considerable emphasis is being placed on export markets, with a total of 18 trade missions planned for the 1970-71 year, the domestic market remains the largest and most important for the Ontario food industry. In addition to its double-barreled Export Development-Import Replacement Program, the Council was instrumental in the organization and motivation of the Ontario Turnip Council, the Tender Fruit Institute, the Tomato Products Council, and other similar groups aimed at product promotion and market coordination.

The Consumer Information Section, staffed by professional home economists and food specialists both in Toronto and at Ontario House, works closely with the media, educational, consumer, government and professional organizations and all parts of the food industry in developing a climate of acceptance for Ontario products. Mail-a-menu, bi-monthly press kits, and the Ontario series of recipe bulletins are only a few of the means used to develop this market potential.

A consumers committee meets regularly to discuss matters of importance to consumers and to recommend action to the Consumers Section.

ONTARIO TELEPHONE SERVICE COMMISSION

The Ontario Telephone Service Commission is charged with the administration of The Telephone Act (R.S.O. 1960 – Chapter 394), which regulates the operations of telephone systems created under the Statutes of Ontario. These are generally referred to as the Independent Telephone Systems, and as of January 1, 1970, there were 66 such systems operating in Ontario with approximately 184,000 phones, and an estimated capital expenditure in plant and equipment of some \$65,000,000. (This compares with 465 systems, operating 176,583 phones, when the Ontario Telephone Authority, predecessor to the Commission, was created in 1954.)

Telephone service in Ontario is provided by these 66 independents, by Bell Canada with more than 3 million phones, and by the Ontario Northland Communications System which operates long distance lines in Northern Ontario and Quebec and provides local service to a few customers.

The Commission consists of four members appointed by Order-in-Council and a permanent staff of five, including a professional communications engineer, two engineering officers, a secretary to the Commission and a clerk-stenographer.

The responsibilities of the Commission are divided into two main categories:

(a) Administration of the Telephone Act

Since all telephone systems operate on an exclusive franchise basis, there must, in the public interest, be a measure of government control over their operations. They must obtain approval from the Commission when they wish to revise rates, borrow or issue capital, sell out

or merge with another system, make agreements for interchange of service, etc.

(b) **Assisting independent systems to improve telephone service, particularly in rural areas.**

Since the Ontario Telephone Authority, and later the Commission, was established, they have encouraged and assisted the many small, independent systems that wished to convert to modern dial operations, or to merge with their neighboring systems to create units large enough to make dial conversion economically feasible.

Since 1954 the Commission has provided complete plant design and engineering for the conversion of 44 systems to dial, and four more are under way. Substantial engineering assistance has also been provided in the dial conversion of a further 27 exchanges. It is expected that by 1973 approximately 99% of the telephones under the jurisdiction of the Commission will be operated on a modern dial basis. The Commission will then concern itself with assistance in design and engineering of additional plant to take care of growth, and the further modernization of independent systems to keep up with technological advances in the telephone and telecommunications business.

VETERINARY SERVICES BRANCH

The Veterinary Services Branch of the Ontario Department of Agriculture and Food has the responsibility for administering and applying animal health measures in the province, as well as the provision of a number of programs aimed more directly at human health. The Branch has been organized into three divisions: (1) Meat Inspection Division, (2) Laboratory Division, and (3) Regulatory and Communicable Diseases Division.

Meat Inspection Division

The Meat Inspection Act (Ontario) was passed in the 1962-63 Session of the Legislature and proclaimed in January 1965. Its purpose was to provide inspection in those slaughtering plants not already inspected by the Health of Animals Branch of the Canada Department of Agriculture. CDA regulations provide this federal inspection for all plants engaged in interprovincial and export trade, but there remained many smaller plants which were not in this classification. Ontario red meat plants were taken into the provincial inspection service on a graduated and county-by-county basis as the necessary staff were secured and trained. By October 1969 the job was complete, with 247 red meat slaughtering plants coming under provincial inspection, 13 of them in Northern Ontario. The Division is now moving into the next phase, the provision of provincial inspection on all white meat plants, poultry eviscerating, and rabbit slaughtering plants.

Laboratory Division

The role of the Laboratory Division is to provide diagnostic, investigational, consultative, and field service to practicing veterinarians, farmers, and those engaged in animal and poultry health programs. There are now six of these Regional Veterinary Service Laboratories across the province:

Kemptville	—	opened in 1946 at the Kemptville College of Agricultural Technology
Ridgetown	—	opened in 1952 at the Ridgetown College of Agricultural Technology
Brighton	—	opened in 1961 at the Agricultural Services Building
New Liskeard	—	opened in 1961 at the New Liskeard College of Agricultural Technology
Guelph	—	opened in 1964 at the Ontario Veterinary College
Huron Park	—	opened in 1970 at the Centralia College of Agricultural Technology

Each Laboratory is equipped to handle all species of animals such as cattle, sheep, swine, horses, fur-bearing animals, poultry, etc, and has facilities to carry out procedures as an aid to the diagnosis of disease problems.

The Veterinary Services Branch is coordinating the Poultry Health Programs for Ontario, and these programs are being carried out from the six Veterinary Services Laboratories.

In 1964, the Department undertook to develop a program of mastitis control, in order that this costly disease might be brought under control. The program is a voluntary one, and the cost to the farmer is \$2.25 per cow for a six-month period. This includes the taking of samples from the cows in the herd, the assistance of a mastitis fieldman, and the diagnostic services of the Regional Veterinary Services Laboratory. Since the inception of this program more than 750 dairy herds in Ontario have been enrolled.

In 1967 the Department initiated a two-year training course in Animal Health Technology, primarily for the training of persons who might work as assistants to practicing veterinarians. The course is now provided at the Centralia College of Agricultural Technology, using the Regional Veterinary Services Laboratory as one of the teaching facilities. In 1969 the first class graduated 14 students, in 1970 it graduated 71, and the 1971 class will graduate 31 technicians.

Regulatory and Communicable Diseases Division Brucellosis Control

This costly and highly infectious disease, which often led to undulant fever in humans, has been virtually eradicated as a result of an energetic program of calfhooed vaccination. This program had its

beginning with the development of the Federal-Provincial Calfhood Vaccination Policy in 1950. The Federal Government provided the vaccine and the Provincial Government provided the veterinarians and the other services. At first this program was on a voluntary basis, but in 1956 the Ontario Brucellosis Act was proclaimed, providing for compulsory vaccination of all female calves between the ages of three and six months. Until January 1, 1966, more than 400,000 calves were vaccinated each year, with the Government of Ontario bearing the cost of the vaccination service. The program was so successful that on January 1, 1966, the Act was amended to provide for voluntary vaccination with the province continuing to bear the cost of vaccination services until April 1968. Since that time, the province has continued to provide practicing veterinarians with the vaccine, ear tags, and certificates, but the farmer is expected to pay his veterinarian for carrying out the procedure.

Livestock Community Sales Act

Under this Act the Department provides for licensing and inspection of all Livestock Community Sales in the province. There are presently 70 Community Sales licensed and inspected under this Act, and each is required to post a bond sufficient to protect the patrons of the sale. In 1968-69, 2,159,987 animals were sold at licensed Community Sales.

Dead Animal Disposal Act

This Legislation, passed in 1960, resulted from certain undesirable practices in the meat trade. It was the first legislation of its kind in Canada, and under its provisions licenses are granted to collectors of dead animals, and the operators of receiving plants and rendering plants. There are presently in Ontario 5 licensed rendering plants, 38 receiving plants, and 51 collectors, all under the inspection and supervision of the Regulatory Division. Meat obtained from animals processed in these plants must either be denatured and properly identified, or rendered in an inedible rendering plant. Detailed records must be kept pertaining to the collection and disposal of dead animals, meat sales, and meat in storage.

Rabies Indemnification Program

This program, established in the sixties, provides livestock owners with compensation when it can be established that they die as a result of rabies. This is a Federal-Provincial cost-sharing program, with Ontario paying 60% of the cost. A rather typical year's activities and expenditures are those for 1968-69.

Cattle	535
Horses	33
Sheep	60
Swine	25
Goats	<u>2</u>
Total	655
Compensation	\$109,606

Swine Herd Health Program

This is an extensive program aimed at the creation of a nucleus of swine herds that can be certified free of atrophic rhinitis and virus pneumonia. At the end of the fiscal year 1969-70 a total of 36 herds were enrolled in this relatively new service. In addition, the Veterinary Services Branch provides Swine Herd Health Inspection in relation to the Boar Premium Policy, and the Purebred Swine Sales Assistance Program, administered by the Live Stock Branch. A consultative service is made available to practicing veterinarians and swine health workshops are held regularly for swine producers.

Veterinary Assistance Policy for Designated Areas.

There are many areas in rural Ontario where small livestock populations and great distances make it impossible for a private practicing veterinarian to function without some kind of assistance. The Department of Agriculture and Food, through the Veterinary Services Branch, has established 14 designated areas where veterinary practices are subsidized in order that service may be provided to livestock farmers located there. The annual subsidy is \$5,000, \$4,000 of this by the Department, \$1,000 by the municipality. The Department also underwrites the veterinarian's traveling costs to the extent of 5¢ per mile. Of the 14 designated area practices now operative in Ontario, 13 are in Northern Ontario, and one serves 9 townships in North Hastings, and 9 townships in southwestern Renfrew County. In addition a full-time government veterinarian is posted at Kapuskasing to serve the animal health needs in North Cochrane District.

AGRICULTURAL MUSEUM

Late in 1966 the Department acquired 80 acres of land in Halton County near the town of Milton, for the purpose of establishing an Ontario Agricultural Museum. Since then, efforts have been made to acquire suitable antique equipment and agricultural relics, and these are being selected and cataloged. A committee has been named to develop this museum to ensure that the traditions and developments in Ontario agriculture and horticulture will be adequately preserved and displayed.

Agricultural Education and Research Division



THE AGRICULTURAL RESEARCH INSTITUTE OF ONTARIO

Research is an essential tool in agriculture, and the Agricultural Research Institute of Ontario has the responsibility for directing the province's research program. The Institute was created by Act of the Legislature in 1962, to

- (a) inquire into programs of research in respect of agriculture, veterinary medicine and household science;
- (b) to select and recommend areas of research for the betterment of agriculture, veterinary medicine and household science; and
- (c) to stimulate interest in research as a means of developing in Ontario a high degree of efficiency in the production and marketing of agricultural products.

Representatives of the entire agricultural industry are members of the Institute. Close liaison is kept with all research agencies, and the Institute, through the Director of the Agricultural Education and Research Division of the Department, plays a major role in determining priorities, and establishing criteria for research and education programs. The Director of the Agricultural Education and Research Division acts as Administrator of the Agricultural Research Institute.

RESEARCH PROGRAMS

Agriculture has been undergoing an evolution in techniques and practices to an extent never before experienced in the long history of food production. The basis of this evolution has been research conducted either in Canada or in countries that compete with Canada.

The research budget of the Ontario Department of Agriculture and Food increased from \$4.4 million in 1961 to approximately \$10 million in 1970. The overall objective of the research programs is to assist in keeping Ontario agriculture competitive within Canada and in countries where we must market some of our agricultural products.

The agricultural research programs are performed by Ontario Department of Agriculture and Food staff at Vineland, Simcoe, Ridgetown, Kemptville, New Liskeard, while approved research projects in agriculture, veterinary medicine and home economics at the University of Guelph are contracted. The latter accounts for approximately 70% of the Department's budget for research.

The most time-consuming and therefore the most costly areas of research deal with soil management, breeding and genetics of plants and animals, studies of diseases and insects of plants and animals, studies on the growth and development of plants and animals, and studies related to the quality and efficiency of production of farm products. The results of this research form the basis for the recommendations which appear in the publications of the Ontario Department of Agriculture and Food.

In addition to research programs there are a number of special service programs in agriculture and veterinary medicine which in the past were established at Guelph to promote the development of Ontario agriculture. Many of the programs have been continued by the Ontario Agricultural College and Ontario Veterinary College since the establishment of the University of Guelph and are paid by the Ontario Department of Agriculture and Food on a cost basis. Some have been transferred to the Specialist Branches of the Department. Examples of these services conducted by the University and the Ontario Department of Agriculture and Food are soil testing, diagnostic tests for diseases of animals and poultry, data processing for D.H.I.A., beef cattle performance records, and type classification summaries for the various breeds of livestock.

AGRICULTURAL EDUCATION

A factor determining the agricultural economy in the future will be the educational standards and management ability of the people engaged in this industry. An objective of the Department is to provide the facilities and opportunities for the greatest possible number of farm operators to have post-secondary school training in agriculture. These programs are equally useful to farm-related industries which employ approximately half the graduates. During the 1960's approximately 1,000 students per year were enrolled in two-year diploma programs, as well as a great many on short courses, conferences, seminars, etc.

Kemptville College of Agricultural Technology has two-year diploma courses in Agriculture and Home Economics, both operating on a tri-semester system to allow students to be more selective on the times of year to attend college and also to distribute the work load more uniformly during the calendar year.

Both courses are operated on an elective system, again allowing the students to have a freer choice of optional subjects.

Special short courses are offered in dairying and for dairy herdsmen.

A new men's residence is under construction. This will allow more students to live on campus; providing accommodation for more than 300.

Considerable research applicable to the eastern Ontario conditions is conducted on this campus.

Ridgetown College of Agricultural Technology will have in the fall of 1970 two two-year diploma courses, Agricultural Production and

Management, and a new course, Agricultural Laboratory Technology. Not all graduates return to the farm. Those taking positions in agri-business are often asked to work in laboratories. This new course is designed to train both male and female students to work in this area. Facilities are available on this campus for approximately 275 students.

Elective subjects are available in these courses, allowing students a certain amount of freedom in choosing their course content. Again, considerable research applicable to southwestern Ontario conditions is conducted from this campus.

Centralia College of Agricultural Technology opened in 1967 and can accommodate 350 students. Currently three two-year diploma courses are offered: Agricultural Business Management, Home Economics, and Animal Health Technology, which was established at Ridgetown in 1967 and transferred to Centralia in 1969.

New Liskeard College of Agricultural Technology offered a one-year diploma course in 1966, which was increased to a two-year diploma course in 1968. This course is similar to those offered at the other colleges except that it is slanted to Northern Ontario conditions. A new classroom-laboratory building was opened in 1970 to accommodate a larger enrollment. Again research is conducted from this campus as a service to Northern Ontario agriculture.

University of Guelph

The Ontario Department of Agriculture and Food financially supports the two-year diploma course in Agriculture, which has five options or areas of specialty. The Department also supports correspondence courses in Agriculture and Horticulture. Those taking Horticulture receive a diploma after successfully completing 15 courses. This credit system is not applicable to the Agricultural correspondence courses.

All centers, particularly those operated exclusively by the Department, encourage and promote educational activities and programs varying in duration from one day or one evening to a week. These take the form of short courses, seminars, conferences, and more specifically the very widely accepted and attended "Farmers' Weeks". Some are specific in nature, others general, but in every case they are designed to meet the requests and needs of rural people and provide these farm operators and their families with ready access to the latest in research and technology.

FARM ECONOMICS, CO-OPERATIVES AND STATISTICS BRANCH

The Farm Economics, Co-operatives and Statistics Branch comprises two divisions. The Economics Research Division is responsible for research into marketing, policy, production, rural sociology, land use and dairying. The Co-operatives and Statistics Division is concerned with the gathering of agricultural statistics and works in close

cooperation with the Dominion Bureau of Statistics to collect and publish data on matters relating to farm production and marketing. It also provides services to Ontario agricultural co-operatives.

Economics Research Division

The Economics Research Division is basically organized to place an emphasis on development research. The main objective is to collect and analyze data and to produce reports which will be of value to departmental policy makers and to administrators, individual farmers, farm organizations, and other business groups and administrative bodies.

Research projects involve study of all the component parts of the agricultural industry, including farming, processing, wholesaling and retailing. The division carries on research projects in order to delineate problems and suggest solutions or alternative approaches. Projects are usually instituted at the request of departmental administrators or agricultural organizations.

The Production Research section of the division has a continuing program of study of the costs involved and the changing methods employed in the production of all crop and livestock products; e.g. "Livestock Feed Production in Eastern Ontario, Hay and Corn Silage Production Costs and Returns, 1969".

The Marketing Research section investigates market structures, market supply and demand, market prices and the methods employed in marketing farm products; e.g. "Marketing of Ontario Greenhouse Products in Competition with Imports from Mexico, 1970".

Rural Sociology and Land Use section studies concern land tenure and the relationship between land and people. The development of the Federal-Provincial Agricultural Rehabilitation and Development program has resulted in an increased interest in these socio-economic studies; e.g. "Changes in Acreage – Occupied Farm Land, 1941 to 1966 (by Census Townships), 1968".

The Dairy Economics Research section prepares studies related to various phases of the milk industry from the time of production at the farm until the final product reaches the consumer. This section works in close cooperation with the Ontario Milk Commission to prepare specific reports on production, marketing and distribution; e.g. "The Economics of the Farm Separated Cream Sector in the Ontario Dairy Industry".

Analysis of Dairy Herd Improvement Association cost records proceeds on a continuing basis to serve members of the Association by indicating changing trends in production economics, and evolving standards required for efficient operations in the industry; e.g. "Economics of the Dairy Enterprise, 1952-1968 – 1970".

A Farm Business Management Handbook was developed in 1965 by the Branch with the assistance of the Extension Branch, and the Department of Agricultural Economics, Ontario Agricultural

College, University of Guelph. The handbook was designed to contain a summary of most of the agricultural economic data applicable to Ontario conditions. Information was arranged for quick and easy use where data of a general nature was required by farm operators or managers.

The handbook has been revised each year, new material has been added, and some of the original material has been updated. In 1966, 1,000 copies were printed and in 1967, 1,500 additional copies were printed to meet the demand. Revisions are forwarded to all holders of the Farm Business Management Handbook.

Co-operatives and Statistics Division

This Division is concerned with the gathering of agricultural statistics and provides services to Ontario agricultural co-operatives.

Co-operatives Section

This section advises and assists agricultural co-operatives, on request, in matters of organization, financing, and planning. On the request of the Department of Financial and Commercial Affairs, all applications for incorporation as a co-operative are reviewed by this section.

During the summer of 1967 a survey of all co-operatives in Ontario was undertaken in cooperation with the Department of Agricultural Economics, University of Guelph, and the Economics Branch of the Canada Department of Agriculture, Ottawa. Field staff visited every co-operative in Ontario and completed a detailed questionnaire on membership, sales, finances, and operating costs of co-operatives in Ontario. The final report of this survey was published in 1968 and is the third in a series following reports made in 1963 and 1948.

Statistics Section

The Statistics section has a comprehensive program for collection, compilation and publication of agricultural statistics for Ontario in cooperation with the Dominion Bureau of Statistics, Ottawa. This arrangement prevents needless duplication of effort, minimizes the expense involved, and establishes uniformity of methods and results. Final figures are incorporated into the Canada totals by the Dominion Bureau of Statistics, while in the province they have a more local interest and are published by counties.

Monthly and annual reports are published as follows:

The Monthly Crop and Livestock Report contains information regarding acreages, yields, population and values of livestock, field crops, and poultry for the province.

The Seasonal Fruit and Vegetable Report includes data relating to conditions, prospects, acreage, yields, and values for all fruits and vegetables in the province.

The Monthly Dairy Report, together with the Annual Summary compiled in March each year, contains statistics relating to the dairy industry in the province.

The annual Agricultural Statistics Report for Ontario groups together in one publication the statistics contained in the above-mentioned reports.

SPECIAL COMMITTEE ON FARM INCOME

In June 1966 the Minister of Agriculture and Food announced that an Ontario Conference on Agriculture would be held for the purpose of examining thoroughly the situation in the agriculture and food industry. Invitations were extended to every agricultural organization and others having an interest in the industry. The Conference was held at Vineland, October 25, 26, 27 and 28, with 88 groups represented, as well as two departments of the Government of Canada, five departments of the Government of Ontario, the Quebec Department of Agriculture and Colonization, the Manitoba Department of Agriculture, the Ontario Legislature's Standing Committees on Agriculture and Conservation, representatives of the opposition parties of the Ontario Legislature, and the Canadian Association of Consumers, Ontario Section.

Following thorough discussion at this conference, a resolution was presented and passed calling for the establishment of a committee to examine "various ways of achieving income incentive payments or other techniques to farmers". As a result of this resolution, the Hon. Wm. A. Stewart announced the appointment of a "Special Committee on Farm Income" with the Deputy Minister, Everett M. Biggs, as Chairman. Membership in the Committee consisted of

Mrs. K. E. MacIntosh,	Kitchener, Ontario
Mr. Malcolm Davidson,	Brucefield, Ontario
Mr. Gordon Hill,	Varna, Ontario
Mr. John Phillips,	Toronto, Ontario
Mr. Thomas Robson,	Leamington, Ontario

The Committee established a secretariat, and working relationships with the Departments of Agriculture in Manitoba and Quebec. They obtained the services of a firm of consulting economists, and proceeded to hear briefs and presentations from interested groups and individuals. In July 1967 a second Conference on Agriculture was convened in Kemptville to hear a report from the Special Committee, and determine further action. At this second Conference it was strongly recommended by the delegates that the Committee's work be extended until a thorough study had been made of Ontario agriculture.

On January 6, 1969 the Committee presented its lengthy and comprehensive report to the Minister of Agriculture and Food, and a third conference was convened to examine the report. This Conference was held in Toronto, on January 16, 17 and 18, 1969, with the delegate body chosen on the same representative basis as had been the case at the two previous conferences. The deliberations were widely reported by a large press, radio and TV delegation, and copies of the report were widely distributed across the province.

The Report of the Special Committee on Farm Income contained a wide-ranging list of recommendations, and it is interesting to note some key recommendations involving government upon which action has already been taken.

1. Increase the number of farm management specialists in the province.

This was done during 1969 when a staff of professional farm management specialists was recruited and assigned to the rural areas. The Department's Extension service was reorganized to place greater emphasis on this professional management advisory work.

2. Make CANFARM available to every farmer in the province.

CANFARM is being expanded as rapidly as the physical resources can accommodate it. As of the end of 1969 approximately 650 farmers were enrolled in CANFARM, and plans are to accommodate additional farmers as they indicate a willingness to participate.

3. Provide effective vocational agricultural training at Colleges of Agricultural Technology for those who wish to enter farming.

Five Ontario training facilities are now accepting young men and women for vocational agricultural training, with an emphasis on the management of the farm business. New facilities have been provided at most of these colleges within the last year to increase the accommodation and broaden the scope of training opportunities.

4. Update the 4-H and Junior Farmer programs.

Both of these organizations have been encouraged to undertake a critical self-examination of their programs, and already some meaningful reorientation is taking place — new projects, new programs, etc.

5. Reduce the number of agencies involved in the farm credit field.

Acting upon this recommendation it was agreed between the Ontario Department of Agriculture and Food and the Canada Department of Agriculture that Ontario's Junior Farmer Establishment Loans program would be suspended, and that all farm mortgage loans would be supplied through the Farm Credit Corporation, the Federal lending agency.

6. Employ regional Farm Credit Specialists.

Upon withdrawing from the farm credit field, the Province of Ontario reset its sights on an expanded farm management program with Credit Advisors also being added to this management team.

7. Extend programs to help farmers with low incomes and low levels of returns on capital and labor to adjust to nonfarm occupations. Encourage them to sell their land to ARDA.

ARDA is deeply involved in this project under the Farm Consolidation program. Up to the end of 1969, 1,240 marginal farmers have sold a total of 128,000 acres, and have either retired or taken other employment. Much of the land has been attached to nearby farms under the Farm Enlargement program, and to date approximately 1,000 viable units have resulted.

8. Transfer marginal lands into forests, recreation, etc.

More than 170,000 acres of these lands have been acquired by ARDA for forestry purposes, recreation, wildlife production, and conservation.

9. Conduct training sessions for farm machinery servicemen at Colleges of Agricultural Technology.

A two-year course for farm machinery mechanics is now offered at the School of Agricultural Engineering, Ontario Agricultural College, University of Guelph.

10. Encourage farmers to grow their own feed.

A Feed Advisory Service is now offered to Ontario farmers, whereby samples of grains and forage may be tested, and recommendations on feeding provided on the basis of these findings.

11. Create a General Farm Organization.

Legislation to provide for the establishment of such an organization was introduced to the Legislature in April 1969, only three months after the Committee's report was presented. This Legislation was given the unanimous support of the Legislature, and a province-wide opinion poll was conducted to determine the degree of support among Ontario farmers; 91,653 ballots were cast, with 43.3% in favor of the GFO proposal, and 55.2% opposed. Thus rejected, the proposal was abandoned.

12. Create nonfarm jobs closer to the people who need them.

Through the provision of forgivable and partially forgivable loans to firms wishing to locate in certain designated areas, the Department of Trade and Development has created employment for many underemployed, and marginal farmers and their families. Until June 30, 1969, 151 companies have been involved in these agreements and the result has been the creation of 7,200 new jobs with an annual payroll of more than \$38 million.

There were many other recommendations included in the Report of the Special Committee on Farm Income, with a substantial number

of them requiring action either by farmers themselves, or by other levels or agencies of government.

Before it was disbanded the Committee also conducted a special inquiry into the state of Ontario's corn industry, and made a number of recommendations for change in the production and marketing of this particular commodity. The Committee's work has now been completed.

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